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Date: February 1, 2005

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<u>TO:</u>	<u>Facsimile No.</u>	<u>Telephone No.</u>
U.S. Patent and Trademark Office	(703) 872-9306	

<u>From:</u>	<u>Brian D. Martin, Esquire</u>	<u>Direct Dial:</u>	<u>213-617-5415</u>
<u>Rc:</u>	<u>Request for Correction of Notice of Recordation of Assignment Document</u>		

MESSAGE: Please see attached.

*Feb 05 5:17 PM.*

#### Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted  
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\_\_\_\_\_  
Brian D. Martin, Esquire

#### Request for Correction of Notice of Recordation of Assignment Document

#### Copies of Notice of Recordation of Assignment Document;

#### Recordation Form Cover Sheet & Assignment

Applicant: Russell Alan Foltz-Smith et al.

Title: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A  
WEB PAGE AND RELATED METHOD

Serial No: 10/797,464 Filed: March 10, 2004

Our Docket No.: 02CA-108259

Client: Citysearch

Date Faxed: 02/01/05

Atty/Sec.: Martin/Kemp

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PAGE 1/12 \* RCVD AT 2/1/2005 8:17:19 PM [Eastern Standard Time] \* SVR:USPTO-EFXRF-1/0 \* DNIS:8729306 \* CSID:213 620 1398 \* DURATION (mm:ss):03:32

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 10/797,464 Confirmation No. 4539  
Applicant: Russell Alan Foltz-Smith et al.  
Filed: March 10, 2004  
Title: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A  
WEB PAGE AND RELATED METHOD

Group Art Unit: 2127 **RECEIVED**  
Examiner: Not yet assigned **CENTRAL FAX CENTER**

Docket No.: 02CA-108259 **FEB 01 2005**  
Date: February 1, 2005

**REQUEST FOR CORRECTION OF NOTICE OF RECORDATION**  
**OF ASSIGNMENT DOCUMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313

Dear Sir:

Please correct the Notice of Recordation of Assignment Document, for the above-identified application, to correctly recite the sixth inventor's name as Emad Fanous. Copies of the Notice of Recordation of Assignment Document, Recordation Form Cover Sheet, and the Assignment are enclosed.

Your anticipated cooperation in this matter is greatly appreciated.

Respectfully submitted,

By: Brian D. Martin  
Brian D. Martin  
Registration No. 47,771

Enclosures

Sheppard, Mullin, Richter & Hampton LLP  
333 South Hope Street, 48th Floor  
Los Angeles, California 90071  
(213) 620-1780



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JAN 24 2005

SHEPPARD, MULLIN, RICHTER  
& HAMPTON LLP

## UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JANUARY 10, 2005

PTAS

SHEPPARD, MULLIN, RICHTER & HAMPTON LLP  
JAMES R. BRUEGEMANN  
333 SOUTH HOPE STREET  
48TH FLOOR  
LOS ANGELES, CA 90071

\*102789699A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 07/07/2004

REEL/FRAME: 015544/0811  
NUMBER OF PAGES: 7

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

## ASSIGNOR:

FOLTZ-SMITH, RUSSELL ALAN

DOC DATE: 04/02/2004

## ASSIGNOR:

GERTZ, STEVEN

DOC DATE: 04/02/2004

## ASSIGNOR:

CARPENTER, JAMES

DOC DATE: 04/02/2004

## ASSIGNOR:

HANSEN, ASK BJOERN

DOC DATE: 04/02/2004

## ASSIGNOR:

LOW, JAMES ALAN

DOC DATE: 04/02/2004

## ASSIGNOR:

FANONS, EMAD

DOC DATE: 04/02/2004

015544/0811 PAGE 2

ASSIGNEE:

TICKETMASTER D/B/A CITYSEARCH.COM  
3731 WILSHIRE AVENUE  
SUITE 300  
LOS ANGELES, CALIFORNIA 90010

SERIAL NUMBER: 10797464

FILING DATE: 03/10/2004

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED  
METHOD

SHARON LATIMER, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

JUL 9 2004 18:44 FAX 213 620 1398

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011

FORM PTO-1525 (Modified)  
(Rev. 03-01)  
OMB No. 0651-0227 (exp. 03/31/2002)  
PCUSA/REV/03

Tab settings → ← ▼

To the Honorable Director of the Units

07-13-2004



102789699

1. Name of conveying party(ies):

Russell Alan Folts-Smith James Alan Low  
 Steven Gertz Emaud Fanous  
 James Carpenter  
 Ask Bjoern Hansen

Additional name(s) of conveying party(ies)

Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date: April 2, 2004

4. Application number(s) or patent numbers(s):

If this document is being filed together with a new application, the execution date of the application is:

Patent Application No. Filing date

10/797,464 March 10, 2004

B. Patent No.(s)

Additional numbers

Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: James R. Brueggemann, Esquire

Registration No. 28,286

Address: Sheppard, Mullin, Richter &amp; Hampton LLP

333 South Hope Street, 48th Floor

City: Los Angeles

State/Prov.: California

Country: USA

ZIP: 90071

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Brian D. Martin, Esquire

Name of Person Signing

Signature

July 7, 2004

Date

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07/07/2004 16:45 FAX 213 620 1398

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012

ASSIGNMENT

WHEREAS, Russell Alan Foltz-Smith, of Santa Monica, California, Steven Gertz, of Ontario, California, James Carpenter, of Arcadia, California, Ask Bjoern Hansen, of West Hollywood, California, James Alan Low, of Upland, California and Emad Fanous, of Burbank, California, Assignors, have invented a new and useful **SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED METHOD**, for which an application for United States Letters Patent was filed on March 10, 2004, under Serial No. 10/797,464; and

WHEREAS, Assignors believe themselves to be the original, first and joint inventors of the invention disclosed and claimed in the application for Letters Patent; and

WHEREAS, Ticketmaster d/b/a Citysearch.com, a Delaware corporation, having a place of business at 3731 Wilshire Avenue, Suite 300, Los Angeles, California 90010, Assignee, desires to acquire by formal, recordable assignment the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee, the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignors agree that, upon request and without further compensation, but at no expense to Assignor, they and their legal representatives and assigns will perform all lawful

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-1-

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PAGE 12/17 \* RCVD AT 7/7/2004 7:45:38 PM [Eastern Daylight Time] \* SVR:USPTO-EFXRF-2/1 \* DNIS:7464060 \* CSID:213 620 1398 \* DURATION (mm:ss):04:20

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013

acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for the invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the invention, the application, and any Letters Patent granted for the invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment.

Assignors authorize and request the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for the invention, whether on the application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in the invention.

IN WITNESS WHEREOF, Assignors have executed this Assignment.

07/07/2004 18:45 FAX 213 620 1398

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014

Assignors

Date: 7/2/2004

Russell Alan Foltz-Smith

State of California  
County of Los Angeles) ss.

On this 2nd day of April, in the year of 2004, before me personally appeared Russell Alan Foltz-Smith, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State



07/07/2004 16:45 FAX 213 620 1398

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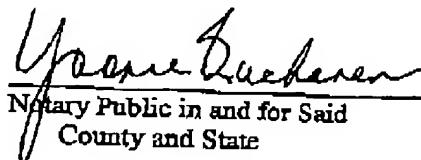
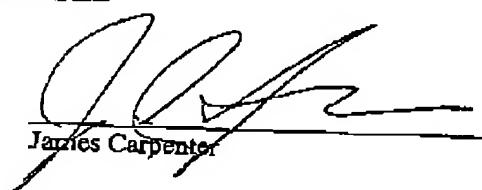
015

Date: 4/20/04

  
Steven Gertz
State of CaliforniaCounty of Los Angeles) ss.

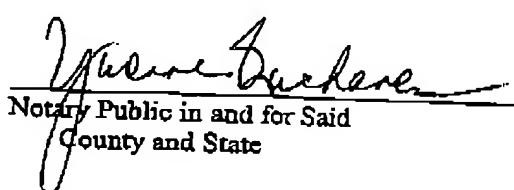
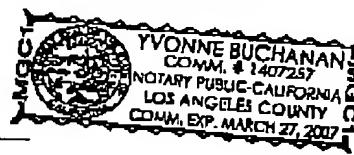
On this 2nd day of April, in the year of 2004, before me personally appeared Steven Gertz, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.


  
Yvonne Buchanan
Notary Public in and for Said  
County and StateDate: 4/2/2004

  
James Carpenter
State of CaliforniaCounty of Los Angeles) ss.

On this 2nd day of April, in the year of 2004, before me personally appeared James Carpenter, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.


  
Yvonne Buchanan
Notary Public in and for Said  
County and State

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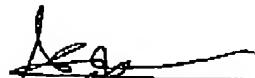
PAGE 15/17 \* RCVD AT 7/7/2004 7:45:38 PM [Eastern Daylight Time] \* SVR:USPTO-EFXRF-1/1 \* DNIS:7464060 \* CSID:213 620 1398 \* DURATION (mm:ss):04:20

PAGE 10/12 \* RCVD AT 2/1/2005 8:17:19 PM [Eastern Standard Time] \* SVR:USPTO-EFXRF-1/0 \* DNIS:8729306 \* CSID:213 620 1398 \* DURATION (mm:ss):03:32

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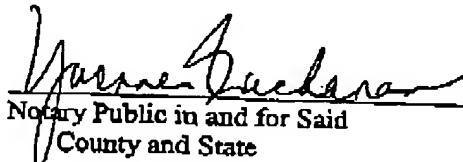
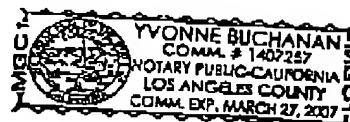
016

Date: 7/7/04
  
 Ask Bjoern Hansen

 State of California  
 County of Los Angeles ss.

On this 2nd day of April, in the year of 2004, before me personally appeared Ask Bjoern Hansen, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

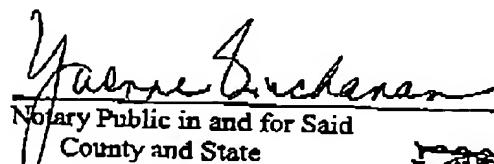
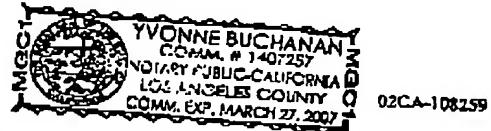
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

  
 Notary Public in and for Said  
 County and State
Date: 04/02/2004
  
 James Alan Low

 State of California  
 County of Los Angeles ss.

On this 2nd day of April, in the year of 2004, before me personally appeared James Alan Low, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

  
 Notary Public in and for Said  
 County and State


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PAGE 18/17 \* RCVD AT 7/7/2004 7:45:38 PM [Eastern Daylight Time] \* SVR:USPTO-EFXRF-2/1 \* DNI:7464060 \* CSID:213 620 1398 \* DURATION (mm:ss):04:20

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07/07/2004 18:46 FAX 213 620 1398

SMRH LOS ANGELES

017

Date: 4/2/2004

Emad Farnous  
Emad Farnous

State of California)  
County of Los Angeles)  
) ss.

On this 2<sup>nd</sup> day of April, in the year of 2004, before me personally appeared Emad Farnous, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State

